206

PHOTOGRAPHER: J. DOE
LOCATION: ST PAUL, MN
DATE: 8/15/2003
FOCUS DISTANCE: 6FT
ZOOM: 2-TO-1

112

202

IAMS

204   206

FIG 2

302	304
OBJECT = DOG	10% OFF DOG FOOD COUPON
LOCATION=DISNEYLAND	15% OFF DISNEY MERCHANDISE
OBJECT = STOCK CAR AND TEXT = 8	FREE DALE EARNHARDT JR T-SHIRT WITH ANY $75 PURCHASE
OBJECT = NIKE SWOOSH SYMBOL	$10 OFF ANY NIKE FOOTWEAR PURCHASE
NAME/ADDRESS METADATA	ADD TO DIRECT MAIL DATABASE
●	●
●	●
●	●
●	●
●	●
TEXT = IAMS	DISPLAY IAMS AD ON KIOSK

306
308
310
312
314

300

FIG 3